



JACK DOYLE

MONROE COUNTY EXECUTIVE

**For Immediate Release:
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DOYLE ANNOUNCES EFFORT TO EDUCATE SENIORS REGARDING MEDICAL INSURANCE

*Over the past year, 4,000 local seniors have already
saved \$222,100 in health insurance costs*

County Executive Jack Doyle today announced an initiative to educate seniors regarding available health insurance options. The goal of the initiative is to help aging citizens stay healthy and maintain their wellbeing by making sure they can access affordable health insurance.

“Meeting the needs of our seniors has always been one of my highest priorities,” said Doyle. “Through this educational effort we’ll ensure that seniors throughout our County can access affordable health insurance and save thousands of dollars. This program is an essential component in helping our aging population live healthy and active lives.”

The Health Insurance Information Counseling and Assistance and Medicare Plus Choice Programs (HIICAP M+C) recruit and train volunteers to provide advice, information and assistance to seniors in Monroe County about Medicare and other health insurance programs.

The HIICAP M+C initiative is fully funded by the federal government through a grant from the New York State Office of the Aging. Monroe County is slated to receive \$14,475 to fund the program for 2002. The funds will be used to recruit and train new volunteers. This is the eighth year the County has participated in the educational effort. In the past year, over 4,023 seniors have saved \$222,100 in health insurance costs due to the program’s efforts.

“The program’s success depends on the generosity of those who volunteer to receive training and educate our local senior population. I urge those interested in getting involved in this worthwhile effort to contact our Office of the Aging,” stated Doyle

Individuals interested in volunteer should call 428-4968. The Monroe County Legislature will consider accepting the funds for the HIICAP M+C program during its March legislative meeting.

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*For further information, call:
Communications and Special Events, 428-2380
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